

# SPO



## Maine State Planning Office

Executive Department

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### Press Release

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#### Census Count Comes to Maine

AUGUSTA - The Maine State Planning Office announced today local preparations for the 2010 Census, which is one year away this week. State Planning Office Director Martha Freeman recognized the importance of the 2010 Census for Maine and observed, "The 2010 Census data can affect funding in communities throughout Maine. Census data helps shape decisions for the rest of the decade about funding for public health, neighborhood improvements, transportation, education, and much more."

The Census Data Center of the Maine State Planning Office has formed a Complete Count Committee to develop targeted outreach plans. "Maine's Complete Count Committee will work with state organizations and all communities to educate our residents about the importance of being counted in the upcoming Census. I encourage tribal and local governments to form their own Complete Count Committees to help ensure an accurate count," Director Freeman stated.

Address Canvassing is the first visible sign that the 2010 Census is approaching. Beginning April 20, people from Maine communities and neighborhoods will be conducting Address Canvassing operations. Approximately 800 census takers working under the direction of the Portland Local Census Office will work to make sure the address list is accurate. The employees will be using hand held computers and can be identified by the official Census Bureau badge they carry. The Census Bureau will use this updated list to deliver questionnaires in 2010.

In addition to working with state, local and tribal governments, the Census Bureau is actively seeking new partners in Maine to help build awareness for the 2010 Census. Partners will receive educational and promotional materials and regular updates on 2010 Census activities. Amanda Rector, coordinator of the Maine State Planning Office Census Data Center said, "We hope businesses, non-profits, community and faith-based organizations, schools, colleges and universities and others throughout Maine will support an accurate Census count by being an official Census partner."

Kathleen Ludgate, Regional Director of the Boston Regional Census Center, thanked Maine for its efforts: "Maine's early support of the 2010 Census is vital to raising awareness of and participation in this historic event."

**The 2010 Census is important.** The United States Constitution requires the federal government to count the population every 10 years. **The 2010 Census is easy.** The questionnaire every household will receive is only 10 questions. **The 2010 Census is confidential.** The Census Bureau is bound by an iron-clad law and solemn commitment to protect the confidential information they collect.

For further information contact the Census Bureau at 617-223-3760 or [PDSP@census.gov](mailto:PDSP@census.gov) or Amanda Rector at the Maine State Planning Office, 287-6077 or [Amanda.K.Rector@maine.gov](mailto:Amanda.K.Rector@maine.gov).



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